

19. URBAN DESIGN

INTRODUCTION

The term "urban design" refers to the physical form and organization of elements in the urban environment. The arrangement of physical elements in our communities has wide implications beyond aesthetics. Urban design is about weaving together all of our neighborhoods into places that connect us with each other and our life activities.

Physical relationships between elements such as residences, streets, parks, historic and cultural resources, businesses, and mass transportation facilities affect the social structure of a community and communicate a value and role for each of these elements within the community.

Urban design can enhance the function and beauty of communities with careful consideration of site location, building form, visual characteristics, and relationships between each community element. The design of public spaces and the hierarchy between public, semi-public, and private space are also critical aspects of urban design which determine how people interact with and experience the urban environment. Atlanta's policies embrace concepts of new urbanism, which focus on neighborhood cohesiveness, defined centers historic preservation and environmental conservation. The goal for urban design in Atlanta is to improve the quality and productivity of the lives of all Atlantans by creating a humane and enjoyable place to live, work, recreate, grow and raise children.

INVENTORY AND ASSESSMENT

CURRENT CONDITIONS

Seven physical elements, more than any others, characterize the urban form of Atlanta.

TREE CANOPY

Atlanta is covered with a heavy canopy of mature forests. These trees soften harsh building and pavement surfaces and make in-town living pleasant during the hot summer months by providing shade, reducing radiant heating, and improving the visual qualities of the urban landscape. Atlanta is often called "the City of trees."

NEIGHBORHOODS

There are a total of 230 distinct neighborhoods in Atlanta. These neighborhoods have a wide variety of architectural styles and serve every economic level. Many of the most attractive and popular neighborhoods exist within blocks of towering commercial high-rises, yet are protected from invasive development by strict zoning codes and, in some cases, existing buffers.

PEACHTREE STREET SPINE

Peachtree Street, Atlanta's best-known and most-coveted business address, extends along Atlanta's dominant north-south ridgeline. Peachtree Street is the spine of a linear commercial district that begins Downtown, just north of I-20 and runs north, through Midtown, to Buckhead at the northern City limits.

MAJOR TRAVEL CORRIDORS

The City has several major transportation corridors (i.e. Peachtree Street, Piedmont Avenue, Moreland Avenue, Cheshire Bridge Road, Pryor Road, Northside Drive, Howell Mill Road, Ponce De Leon Avenue, North Avenue, DeKalb Avenue, Memorial Drive, Metropolitan Parkway, etc.), which have developed into fragmented, suburban-style commercial strips with no relation to nearby residential neighborhoods. The creation of new smart growth zoning districts coupled with today's development pressures offers the opportunity to create pedestrian-friendly, mixed-use environments that combine commercial and residential uses in a balanced manner which also serves to link the surrounding neighborhoods to one another.

NODAL DEVELOPMENT

High-density nodal development is encouraged around the Metropolitan Atlanta Rapid Transit Authority (MARTA) rail stations. This nodal development is particularly evidenced by the skyscrapers that are clustered around MARTA rail stations located Downtown and along Peachtree Street. On a smaller scale, nodes created around commercial intersections area opportunities to focus and enhance retail and mixed-use development serving nearby neighborhoods.

TRANSIT AND RAILROADS

Historically, transportation has been a vital component in the development of Atlanta. Railroads became the framework for the City's early development, with Downtown serving as the original railroad hub with a railroad network that to this day circles the central area and extends out from Downtown to surrounding counties and neighboring states. The City's development was also impacted during the 1970's and 1980's with the construction of the MARTA transit system. Today, the continued expansion of the MARTA transit system and the focus on alternative transit modes, as well as the construction of the proposed multi-modal station, combined with the concentration of higher density development within the City, offer the opportunity to link Atlanta's neighborhoods with major activity centers (i.e. the Cultural Ring: Downtown, King Center, Studio Plex, Carter Center, Freedom Park, Botanical Garden, Lindbergh, Woodruff Arts Center, Atlantic Station, King Plow, Georgia Tech, Historic West Side Village, Atlanta Clark University Center, West End, Pryor Road, Grant Park, East Atlanta Village, etc..).

CREEKS, WATERSHEDS, FORESTS AND LANDFORMS

Deriving from a range of citizen and traditional planning initiatives, the City is responding to an ever-heightening emphasis on its natural setting, both the assets it represents and the threats it faces. Any set of urban design strategies must include, and even begin with, the natural pre-urbanized environment and seek to conserve and reestablish complementary and mutually supportive development futures for the environment's sustainability and peoples quality of life. These can mean:

- Reintroducing healthy creek, greenway and riparian tendrils into the urban fabric in a manner complementary to single-family, low-density or mixed-use and high-density environs;

- Protecting or extending upland forest ecosystems;
- Continued strengthening and maturing of the tree conservation program;
- Rearranging zoning, subdivision, transportation and utility corridor standards and designs in support of the urban naturalization strategies;
- Overall, enhancing the environmental and green space response to the growing citizen emphasis on quality of life issues.

ANTICIPATED FUTURE CONDITIONS

Several factors will influence urban design in Atlanta as we move toward the 21st century. Those factors are as follows:

Expanding central role of Atlanta in the region

- Expanding global role of Atlanta
- Increased dependence on multi-modal transportation
- Increased demand for pedestrian and bicycle facilities
- Proliferation of signage
- Increased demand for parks, open space and greenways
- Greater emphasis on security in urban design

The following is a summary of the current opportunities and missing elements in the City's urban design. It concludes with an assessment of Atlanta's urban design needs based on anticipated future conditions.

1. A mature tree canopy enhances the image of Atlanta, ameliorates the climate, and mitigates environmental problems in Atlanta.
2. A strong sense of neighborhood identity exists in Atlanta and should be capitalized on in any urban design plans. Many of the most successful neighborhoods are focused on parks.
3. The inordinate amount of surface parking in Downtown and Midtown is currently a negative attribute for Downtown and Midtown, but it could be seen as an opportunity if it were developed for housing or other positive land uses in the near future.
4. The expanding MARTA system, bicycle facilities, and pedestrian facilities provide transportation alternatives to the automobile. As these systems expand so do the transportation possibilities.
5. Existing historic districts provide a continuity with Atlanta's past that contributes to the image and architectural heritage of Atlanta.

Atlanta's urban form is missing several elements that could improve the quality of life for Atlantans and help to attract visitors.

1. Many of Atlanta's public spaces have given priority to automobiles and lack appropriate pedestrian or bicycle-oriented spaces.

2. Acres of uninterrupted surface parking Downtown and in other areas create an inhumane, environmentally unsound and visually disruptive condition. These desolate areas of pavement break the continuity of development and discourage pedestrian activity.
3. Visual clutter from billboards, signage, and overhead utilities creates unsafe conditions on our roads and deteriorates the quality of life in Atlanta's neighborhoods.
4. Parks, boulevards, fountains and public art are often missing elements in Atlanta's urban form.
5. Many of Atlanta's real and perceived public safety problems are adversely affected by poor urban design. Public spaces that are not visible for informal policing by residents, and a lack of legitimate street life are not desirable.
6. The sprawling urban form of the Atlanta region could be remedied for the region with a strong Downtown-Midtown center as well as many other towns and centers in the region to refocus development energy.

EXPANDING CENTRAL ROLE OF ATLANTA IN THE REGION

Atlanta gives the region a sense of place and history. It also provides a central place with which all may identify and which unifies the region. As metropolitan Atlanta continues to grow, people will be looking for more convenient and central locations for their businesses and residences. Urban design issues that will need to be addressed for Atlanta to attract positive growth include: reestablishing downtown as a regional center, maintaining and strengthening existing neighborhoods, advancing urban design that engenders a safe environment, and preserving Atlanta's historic and cultural resources. In addition, the design of major cultural and other buildings and infrastructure, where appropriate, should be of the highest quality.

EXPANDING GLOBAL ROLE OF ATLANTA

If Atlanta's urban design is to be world class, Downtown should be designed with spaces for public art and parks for cultural events. Streetscapes will also need to be improved, the visual clutter of signage and utilities in our public spaces will need to be controlled, and these elements of the public realm will need to be knit together by a cohesive network of public space and sidewalk oriented buildings.

INCREASED DEPENDENCE ON MULTI-MODAL TRANSPORTATION

Atlanta must look for alternatives to automobile transportation as roadways are widened past their optimum capacity, air quality problems from emissions are escalating, and highways are expanding to the point of fracturing our communities. Urban design issues that will need to be addressed include the emphasis of pedestrian and bicycle transportation throughout the City, encouraging development around transit facilities, and limiting parking lot expansion in areas where alternate transportation facilities are planned or provided.

INCREASED DEMAND FOR PEDESTRIAN AND BICYCLE FACILITIES

Sidewalks need to be wider to accommodate pedestrian traffic, lighting needs to promote pedestrian safety and comfort, lighting fixtures and street furniture need to be coordinated, on-street parking needs to be encouraged to buffer pedestrians from traffic and support sidewalk-oriented retail, street trees need to cool and define a pedestrian zone, buildings need to be oriented towards the sidewalk, and signage needs to be coordinated to minimize visual blight. Street improvements need to include pedestrian and bicycle facilities. Bicycle lanes need to be provided on designated bicycle routes.

INCREASED DEMAND FOR PARKS, OPEN SPACE AND GREENWAYS

Parks and open space contribute to the quality of life by protecting and enhancing neighborhoods and historic places, linking neighborhoods and commercial districts, providing opportunities for social interaction, and promoting the physical and the mental well-being of all citizens. There is a need to increase the abundance, quality and accessibility of parks, plazas and public open spaces; create more opportunities for pedestrian movement; highlight the visual quality and beauty of Atlanta; secure irreplaceable historic heritage and cultural life; and protect the man-made environment.

CRIME PREVENTION UTILIZING URBAN DESIGN SOLUTIONS

Crime prevention may be increased through careful design of the built environment. Strategies as advocated through “CPTED,” Crime Prevention Through Environmental Design, are creative design solutions that may be implemented to increase public safety along streets. These design techniques include creating high visibility spaces that clearly define the public and private realm, and are based upon the following design strategies: natural access control (keeping potential intruders under observation), natural surveillance (decreasing the crime opportunity), and territorial reinforcement (developing a sense of ownership).

CURRENT POLICIES

The vision for Atlanta is a City that is a humane and enjoyable place to live, work, play, grow and raise children. The following policies are grouped under seven major goals designed to realize that vision. These goals are:

1. Preservation of neighborhoods.
2. Preservation of cultural, historic and natural resources.
3. Strengthening of Downtown Atlanta as a regional center.
4. Expansion of Atlanta’s role as an international city.
5. Encouraging pedestrian, bicycle, and mass transportation.
6. Providing opportunities for human association.
7. Enhancing the visual quality of Atlanta.

PRESERVATION OF NEIGHBORHOODS

Our greatest pride is found in our neighborhoods. They are not simply places to live, but communities for building friendship and mutual support. Safe parks, good schools, historic architectural character and vital neighborhood commercial districts create stable neighborhoods. Urban design supports these elements by enhancing them individually

and improving their relationship with one another. Policies to promote this goal are as follows:

1. Create stable neighborhoods by protecting and enhancing their historic character and enhancing neighborhood parks, schools and commercial areas.
2. Promote the nodal form of commercial and multi-family development to relieve development pressure on existing neighborhoods and to avoid development or expansion of strip commercial areas.
3. Provide primarily single-family neighborhoods with nodal commercial areas, which are such a size, that all uses are within convenient walking distance of one another.
4. Discourage land speculation and disinvestment that lead to neighborhood buy-outs, demolition of significant buildings (historic or otherwise) or land vacancy (including surface parking lots).
5. Protect existing neighborhood-oriented commercial areas from uses and building forms, which are incompatible with the scale, character and needs of the adjacent primarily single-family neighborhoods.
6. Preserve the boundaries and architectural character of Atlanta's neighborhoods.
7. Prevent encroachment of incompatible commercial uses and minimize commercial parking into residential neighborhoods.
8. Discourage invasive or insensitive road projects and the land speculation that surrounds them. Minimize negative impacts of road projects on neighborhoods and encourage an interconnected street system to provide a variety of route choices and lessen pressure to widen arterial and collector streets.
9. Place reasonable controls on the development of larger scale highway-oriented retail, service, office and dining uses which are intended to serve larger areas of the City than a single neighborhood or a small group of neighborhoods.
10. Alleviate development pressure on existing neighborhoods by placing reasonable controls on development and expansion of strip commercial areas within primarily single-family neighborhoods.
11. Protect and preserve existing boundaries between neighborhoods and commercial areas.
12. Create new commercial nodes, in areas so indicated in the Comprehensive Development Plan, which are pedestrian-oriented and provide uses, which primarily serve adjacent neighborhoods.
13. Discourage the development of gated communities or those otherwise physically and symbolically separated from the surrounding urban social and physical fabric.

14. Encourage multi-family development that is built up to the public sidewalk or respects historic setbacks, faces the public sidewalk, and has entrances to ground floor units directly accessible to the public sidewalk.
15. Encourage neighborhood oriented commercial development that is built up to the public sidewalk or respects historic setbacks, faces the public sidewalk, and has entrances directly accessible to the public side sidewalk.
16. Encourage the development of multi-family housing within commercial areas.

PRESERVATION OF CULTURAL, HISTORIC AND NATURAL RESOURCES

Cultural, historic and natural resources preservation and enhancement have become a priority that is woven throughout the City's development policies. Inclusion of these resources in the daily experience enriches the lives of all citizens and generates economic activity and investment in protected areas. Policies to promote this goal are as follows:

1. Preserve and protect the city's historic buildings and sites.
2. Preserve historic, cultural and natural resources by integrating them into new and existing developments, parks, greenways and special-event sites while protecting their distinctive qualities.
3. Discourage land speculation and disinvestment that lead to neighborhood buy-outs, demolition of significant buildings (historic or otherwise) or land vacancy (including surface parking lots).
4. Encourage infill and rehabilitation development within traditionally commercial areas that include proportionately significant residential uses.
5. Improve the quality of air and water through provisions for the planting of trees, greenspace protection, bicycle parking and alternative fuel vehicle parking.
6. Associate future development, both type and intensity, with environmentally sustainable locations and infrastructure.
7. Conservation Area Boundaries policies:
 - Adopt conservation-area boundaries with guidelines and regulations to minimize the impact of adjacent development.
 - Support the principle of maintaining neighborhoods and conservation-area boundaries through the use of natural and man-made features, which act as barriers and buffers to protect areas that the City has identified for conservation, protection or preservation.
 - Support the use of transition areas as a buffering device where natural or man-made buffers do not exist.

STRENGTHENING OF DOWNTOWN ATLANTA AS A REGIONAL CENTER

Atlanta provides a central place with which the region identifies and which unifies the region. The proposed Downtown parks, plazas and streetscapes will become spaces where people of the region gather to share common experiences and special events. Increased housing Downtown will benefit the existing Downtown neighborhood and

continue to promote vitality and safety at all hours. Support for an improved pedestrian environment throughout the City is growing as Atlanta strives to be a world-class city. Policies to promote this goal are as follows:

1. Develop Atlanta as the central, unifying place for the region.
2. Promote a mix of land uses in Downtown that creates a vital and safe community at all hours.
3. Encourage a greater intensity of use in Downtown through the revitalization of underutilized buildings and the use of upper-story space. Additional benefits of this policy include an increased tax base.
4. Promote housing in Downtown to continue to strengthen and revitalize Downtown as a complete and sustainable community.
5. Provide a range of housing types and prices to meet different housing needs;
6. Promote an appropriate balance and scale of commercial uses that meet the needs of nearby residents.
7. Encourage a compatible mixture of residential, commercial, cultural and recreational uses.
8. Encourage the use or development of vacant lots. Underutilized sites detract from urban vitality, if the empty spots are filled in along our streets in Downtown and Midtown, then pedestrians have more reasons to keep walking.

EXPANSION OF ATLANTA'S ROLE AS AN INTERNATIONAL CITY

Atlanta's vision of its role in the 21st century includes expanding its role as an international city. Policies to promote this goal are as follows:

1. Encourage site development that creates visual continuity and interest along streets and sidewalks by pushing building facades and storefronts to the front of the lot and placing parking in the back of the lot.
2. Aspire for world-class urban design in all City projects through the use of quality materials and by considering quality as a major factor in awarding design and construction contracts.
3. Provide more opportunities for pedestrian and bicycle movement by means of new and improved pedestrian ways, the increased use of streets and sidewalks, and better public access to public and private properties.

ENCOURAGING PEDESTRIAN, BICYCLE, AND MASS TRANSPORTATION

A vision for the future of Atlanta includes improving the pedestrian environment and encouraging the use of mass transit and alternative modes of transportation, and reducing the dependency on the automobile. Policies to promote this goal are as follows:

1. Promote multi-modal transportation, including rail, bus, airplane, bicycle and pedestrian modes.
2. Elevate the status of the pedestrian by creating safe, enjoyable, accessible and convenient parks, streetscapes and greenways.
3. Develop a system of greenways throughout the City to connect all major parks, stream corridors, and public spaces.
4. Encourage commercial and multi-family site development that creates visual continuity and interest along streets and sidewalks by pushing building facades and storefronts to the front of the lot and placing parking in the back of the lot.
5. Ensure residents have pedestrian access to nearby commercial uses.
6. Ensure pedestrian-oriented building forms.
7. Reserve the space between the building and the sidewalk for pedestrian related uses.
8. Control and limit strip-commercial development along arterial roads oriented solely to the automobile.
9. Encourage street-level retail activities with entrances onto the sidewalk to maximize pedestrian utilization and facilitate development of a pedestrian system.
10. Provide for a pedestrian-oriented environment on streets and sidewalks.
11. Promote public safety through the provision of pedestrian-oriented street-level uses, sufficient sidewalk widths, and adequate visibility from adjacent buildings and primary pedestrian access from buildings to adjacent sidewalks.
12. Provide appropriately scaled, continuous pedestrian oriented uses and activities adjacent to sidewalks along streets with identified pedestrian needs.
13. Elevate the status of the bicyclist by providing multi-use trails and designated bicycle facilities.
14. Facilitate safe and convenient bicycle usage.
15. Encourage the convenient use of alternative modes of transportation including transit and walking.
16. Prohibit pedestrian bridges and tunnels, except over limited access/grade separate highways, railway corridors and other public rights-of-way where pedestrians are prohibited, to emphasize pedestrian safety and encourage pedestrian activity at the street level.
17. Minimize the number of curb cuts and encourage the use of private alleys or drives to access parking and loading areas.
18. Encourage curb cut consolidation to minimize pedestrian and automobile conflicts.

19. Facilitate safe, pleasant and convenient pedestrian circulation and minimize conflict between pedestrians and vehicles.
20. Encourage a grid of connected streets to improve access and reduce congestion.
21. Reduce vehicular congestion by encouraging a smooth, uninterrupted and low-speed flow of traffic.
22. Reduce parking requirements by encouraging shared parking and alternative modes of transportation.
23. Provide sufficient parking in an unobtrusive manner.
24. Maximize opportunities for on-street parking.
25. Encourage the use of MARTA through the location of mixed-use development and regional entertainment and cultural facilities around certain MARTA rail stations as identified in the Land Use section of the Comprehensive Development Plan.
26. Encourage opportunities for economic development, both residential and commercial, where there is a planned relationship between the transportation system and development.
27. Support construction of new sidewalks and repair of existing sidewalks in low-density commercial areas and in multifamily residential sections of the City where residential densities are greater than five units per acre.

PROVIDING OPPORTUNITIES FOR HUMAN ASSOCIATION

The growth and change that Atlanta has experienced has attracted many newcomers, and has created a city of strangers. Urban design efforts are therefore aimed towards providing greater opportunities for human association. The proposed parks, plazas, pedestrian-oriented streetscapes, and greenways encourage social engagement by providing opportunities for interaction during recreation, special events and daily activities. Policies to promote this goal are as follows:

1. Promote socialization and neighboring by knitting the City together with pedestrian and bicycle corridors and by providing a range of recreational, cultural and special event opportunities throughout the City.
2. Elevate the status of the pedestrian by creating safe, enjoyable, accessible and convenient parks, streetscapes and greenways.
3. Promote a mix of land uses in Downtown area that creates a vital and safe community at all hours.
4. Create a diversified city where people can live, work, meet and play.
5. Maximize opportunities for pedestrian amenities, including parks, plazas, greenways and public art.

6. Provide sufficient, safe and accessible parks, plazas and greenways for active and passive enjoyment.

ENHANCING THE VISUAL QUALITY OF ATLANTA

The visual quality of Atlanta affects all other goals. Visual quality helps to preserve and strengthen neighborhoods and civic identity, it contributes to Atlanta's image as an international city, it enhances the pedestrian and vehicular environment, it promotes economic development and stability, and attracts visitors to Atlanta. Policies to promote this goal are as follows:

1. Create a more beautiful city by enhancing the visual quality of all public spaces.
2. Enhance the visual quality and beauty of the City through better landscaping, varied materials, underground utilities, a clearer and less obtrusive system of signage, greater sensitivity to scale, and protection of valued urban vistas.
3. Promote landscaping in parking lots, landscaped sidewalk areas and landscaped buffers as a means of lessening the negative visual impacts of strip development.
4. Encourage site development that creates visual continuity and interest along streets and sidewalks by pushing building facades and storefronts to the front of the lot and placing parking in the back of the lot.
5. Improve the aesthetics of the built environment.
6. Use scenic easements to preserve important views. Emphasize significant gateways with beautification techniques.
7. Tree Cover policies:
 - Implement the revised Tree Protection Ordinance as adopted by City Council January 2003.
 - Implement the Parking Lot Security and Landscaping Ordinance, which requires the landscaping of all parking lots in the City's C-4, C-5, NC, LW, MRC, MR and SPI zoning districts.
 - Utilize the street tree-planting projects of Trees Atlanta to support urban design objectives.
 - Initiating a tree-banking project for development sites where it is impractical to enforce the tree replacement requirements of the tree ordinance.
8. Visual Environment policies:
 - Improve code inspection and enforcement policies pertaining to litter, graffiti, dumping and dilapidated buildings.
 - Support the underground placement of overhead wires along parade routes, visually and historically important streets, such as Peachtree Street and Auburn Avenue, and key retail areas, such as Midtown and West End.

Recommended actions include:

- Implement the 1993 Atlanta Parks, Open Space and Greenways plan as a means of accomplishing citywide goals.
- Utilize the Sign Ordinance to limit visual clutter, public safety problems, and negative impacts on the aesthetics of Atlanta.
- Minimize front yard setback requirements in appropriate districts to create visual continuity and interest along streets and sidewalks by pushing building facades and storefronts to the front of the lot and placing parking in the back of the lot. Consider site plan approval requirements in commercial zoning districts to enforce this urban framework.
- Implement the Parking Lot Security and Landscape Ordinance as adopted.
- Adopt urban design guidelines for the redevelopment of the Vine City neighborhood.
- Develop a system of parks and plazas in Downtown which link MARTA stations, the proposed multi-modal facility and primary destination points.
- Continue to utilize "The Atlanta Light" as an alternative to the existing streetlight used by the City, which will be the only alternative light. They should be installed at no cost to the City.
- Implement the greenway trails proposed in the 1992 Atlanta Greenway Trails Corridor Plan.
- Evaluate and restructure policies, taxes and statutes that may directly or indirectly encourage land speculation and disinvestment that leads to neighborhood buy-outs, demolition of significant buildings, or land vacancy.
- Enforce Parking Limitation District Regulations that restrict parking garages around MARTA stations.
- Implement the development of bike routes proposed in the 1995 Atlanta Commuter On-Street Bike Plan.
- Implement the development of sidewalk projects proposed in the 1996 Sidewalk Construction Program.
- Implement the development of improvements included in the 2000 Quality of Life Bond Referendum.
- Evaluate and restructure policies, taxes and statutes to encourage development of housing in Downtown.
- Include quality of design as a major factor in the City's contract procurement process.

The adoption of the 1982 City of Atlanta zoning ordinance has assisted in the implementation of the City's urban design policies. The following subsequent additions have further contributed to their implementation:

1. Special Public Interest (SPI) Zoning Districts
2. Pedestrian Space Plan (PSP)
3. Tree Protection Ordinance (amended 2003)
4. Street and Sidewalk Design Standards
5. Atlanta Urban Design Commission
6. Parks, Open Space and Greenways Plan (1993)
7. Parking Lot Security and Landscaping Ordinance (1995)
8. Atlanta Commuter On-Street Bike Plan (1995)
9. Sidewalk Construction Program (1996)
10. Bicycle Parking Program (1994)
11. Quality of Life Zoning Ordinances (NC, LW, MRC, MR)

OLYMPIC LEGACY

There were a number of pedestrian corridor projects developed to serve the Olympic venues that are located in the central business and midtown districts and are intended to produce a more pedestrian-friendly environment, making street life more enjoyable. It is vital to maintain and preserve their intent and character. The projects are listed as follows:

1. Civic Center MARTA station and Civic Center Promenade
2. Capitol Avenue Streetscape
3. Tenth Street Streetscape
4. Atlanta University Promenade
5. International Boulevard
6. Martin Luther King Jr. Drive/ Ashby Street Improvements
7. Ralph David Abernathy Boulevard Streetscape
8. North Avenue Streetscape
9. Peachtree Street Streetscape
10. Auburn Avenue Streetscape and Dobbs Plaza

CURRENT PROGRAMS AND PROJECTS

The following projects have been adopted to be undertaken by the City as part of the work program over the next 3 years:

- Update the Pedestrian Space Plan to include wider sidewalks around MARTA stations and primary pedestrian routes, and other pedestrian-space amenities.
- Develop and adopt citywide streetscape standards to promote pedestrian safety, efficiency of maintenance, continuity and beauty of design, and handicapped access.
- Standardize the location and design of street signs and methods for promoting continuity in street names and street identity.
- Assist neighborhoods seeking rezoning to Neighborhood Commercial to protect their traditional neighborhood and pedestrian-oriented commercial nodes.

- Produce a “smart growth” zoning code.
- Implement the City of Atlanta Community Greenspace Program.
- Amend the Downtown Special Public Interest (SPI) zoning districts to support growth, promote quality urban design, and protect historic resources.
- Adopt new SPI Districts for the areas surrounding the King Memorial MARTA Station, West End MARTA station and Greenbriar Mall in order to promote pedestrian oriented mixed-use developments, quality urban design, and protect historic resources.

CITY OF ATLANTA URBAN DESIGN POLICY

The City of Atlanta Urban Design Policy document establishes urban design policies for new and infill development in the City. The purpose of the document is to provide citizens and City staff with a clear approach to creating a pedestrian-oriented, mixed-use environment, where people can live, work and play. The *Urban Design Policy* emphasizes the quality of the street environment, public space, and flexibility of development. In addition, the document provides case studies to illustrate how specific urban design elements may be applied to developments, such as pedestrian entrances for residential and commercial developments, and drug store and supermarket layouts appropriate for an urban environment. The goal of the new *Urban Design Policy* is to ensure that all future development is compatible with a pedestrian-oriented urban environment and to eliminate development that disrupts the City’s urban fabric.

The following initiatives, currently underway, establish a framework to guide development in specific areas of the City. Grouped by zoning districts, design guidelines, community studies, or streetscape projects, they set forth guiding principles for public spaces, site planning, parking, building design and historic resources. They are intended to be used in association with the *City of Atlanta Urban Design Policy* document.

Zoning Districts

- Central Core Special Public Interest District
- Fairlie-Poplar Special Public Interest District
- Lindbergh Station Special Public Interest District (SPI-15)
- Midtown Special Public Interest District (SPI-16)
- Neighborhood Commercial District Ordinance
- Piedmont Avenue Special Public Interest District (SPI-17)
- Live Work (LW) District
- Mixed Residential Commercial (MRC) District
- Multi-family Residential (MR) District

Design Guidelines

- Buckhead Village Urban Design Guidelines
- Centennial Olympic Park Area Development Policies
- Midtown Alliance Urban Design Guidelines

Community Studies

- Atlantic Station Master Plan
- Blueprint Midtown
- Cheshire Bridge Road Study
- Campbellton Road Study
- Castleberry Hill Master Plan
- East Atlanta Village Study
- North Highland Avenue Study
- Northwest Atlanta Framework Plan
- Mechanicsville Community Redevelopment Plan
- Memorial Drive Area Revitalization Study
- Martin Luther King Jr. Drive Corridor Study
- Moreland Avenue Study
- Northside Drive Corridor Study
- NPU S Framework Plan
- Pittsburgh Redevelopment Plan
- Ponce De Leon Study
- Reynoldstown Neighborhood Master Plan
- Southside Redevelopment Plan
- Southwest Atlanta Framework Plan
- Vine City Master Plan

Implementation Projects

- Atlanta Memorial/Tanyard Park Trail
- Bankhead/Holly Streetscape
- Boulevard Drive
- Buckhead MARTA Pedestrian Bridge
- Cascade Ben E. Mays Streetscape
- Centennial Park Multi-use Trail and Streetscape Freedom Park projects: Moreland Ave gateway, John Lewis Commemorative Park, Freedom Park Trail
- Cheshire Bridge Road Streetscape
- Fairlie Poplar Streetscape Improvements
- Lakewood Heights Streetscape
- Lindbergh MARTA Station are projects, Lindbergh Drive, Peachtree Hills, East Wesley Drive, Morosgo Drive
- Metropolitan Parkway Streetscape
- MLK, Jr. MARTA Station and parks Service Visitor Center Streetscape Projects: Cherokee Avenue, Randolph Avenue, Grant Street, Boulevard, Decatur Street
- Olmsted Linear Park
- Piedmont Park projects: 10th Street and Piedmont Avenue Streetscapes
- Perry/Hollywood Streetscape
- Pryor Road Streetscape
- Pryor Road Trail
- Southtowne Trail
- West End Trail
- Buckhead Peachtree Corridor Streetscape Project

The Peachtree Corridor Project is a major community effort to improve the visual quality of the streetscape, enhance the pedestrian environment, improve traffic circulation and safety, and improve access to alternatives modes of transportation along Peachtree Road in Buckhead's commercial core. The scope of the project

includes improvements to Peachtree Road from Roxboro Road and extending south to Shadowlawn Avenue. Proposed improvements include landscape buffers for sidewalks, a landscaped median in the roadway, distinctive street furnishings, pedestrian lighting fixtures, bike lanes and storage facilities, enhanced signage and transit stops and the creation of new major public spaces. The goal of the project is to enhance and sustain the quality of life and livability for the Buckhead community.

MARTIN LUTHER KING JR. NATIONAL HISTORIC DISTRICT EXPANSION/MLK JR. COMMUNITY CENTER REPLACEMENT

(See "Parks and Recreation" and "Historic Resources.")

DOWNTOWN GARDEN PARKS

(See 'Parks and Recreation.')

Garden parks are refreshing spaces that add life and enjoyment to great cities by serving one or more of three functions: (1) social activity spaces, (2) public art, and (3) gateways.

PUBLIC ART MASTER PLAN

(See 'Arts and Cultural Affairs.')

Public art is an integral component in creating an international city with civic pride and a cultural heritage. The Public Art Master Plan will examine appropriate placement of art, selection and acquisition processes for public art, and preservation of public art.

FREEDOM PARK, PIEDMONT PARK MASTER PLAN, CENTENNIAL OLYMPIC PARK, CHATTAHOOCHEE RIVER PARK, ATLANTA GREENWAY TRAILS CORRIDOR PLAN, GRANT PARK MASTER PLAN, TURNER FIELD PARK

(See 'Parks and Recreation.')

ATLANTA COMMUTER ON-STREET BIKE PLAN

(See "Transportation")

REMOVE OVERHEAD UTILITY WIRING

As buildings in the Downtown and Midtown areas are improved, utility connections should be placed underground to minimize sidewalk obstructions and the visual clutter of overhead utilities.

2004 CDP URBAN DESIGN CURRENT PROGRAMS AND PROJECTS

Project List 19-1: 2004 CDP Urban Design Current Programs and Projects

	Description	Initiation Year			Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
		1	5	15							
1	Auburn Avenue Facade Improvements		5		2005	250	Tax Increment Financing	DPW/DPCD	n.i.	M	2
2	Bankhead Highway Facades	1			2015	500	CDBG Private	DPCD/ ADA	n.i.	J	9
3	Boulevard including the median		5	15	2015	326	GDOT Dev. Impact Fees	DPW	n.i.	M	2
4	Boulevard Drive Streetscape Improvements	1	5		2005	1000	Federal, Dev. Impact Fees, CDBG	DPW/ DPCD	n. i.	O	5
5	Buckhead Village Urban Design Guidelines		5		2005	0		AUDC	n.i.	B	7
6	Buckhead MARTA Station Pedestrian Bridge over Georgia 400 near Buckhead Loop		5		2009			MARTA/COA		B	7
7	Buckhead Peachtree Corridor Transportation/Streetscape Project along Peachtree Rd from Roxboro Rd to Shadowlawn Ave	1	5		2007	2500	Federal, State, BCID, City Bond, Dev. Impact Fees	DPW/ DPCD		B	7
8	Butler Street/Auburn Avenue		5	15	2015	7969	Federal, State, City Private	DPW	n.i.	M	2
9	Cheshire Bridge Road Streetscape - Lenox Rd (south leg) to Piedmont Rd		5		2004	1500	Federal, City	DPW/ DPCD		F	5

	Description	Initiation Year			Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
		1	5	15							
10	Crescent District Streetscape: Crescent Ave from 11 th St to 14 th St; 12 th St from W. Peachtree St to Crescent Ave; 13 th St from W. Peachtree St to Crescent Ave; and Peachtree Walk from 12 th St to 13 th St	1			2006	4300	State/MCID	DPW/Midtown Alliance		E	2
11	Edgewood - Krog to Fort		5		2005	500	Tax Increment Financing, Edgewood Heights N'hood Assoc.	DPW/ DPCD	n.i.	M, N	2
12											
13	Flat Shoals Avenue Streetscape - Moreland Ave to Glenwood Ave	1					City	DPW/ DPCD SouthStar		W	5
14	14 th Street Streetscape from I-75/85 to Piedmont Ave	1	5		2006	4700	State/MCID	DPW/Midtown Alliance		E	2, 6
15	Glenwood Avenue Streetscape - Moreland Ave to Flat Shoals Ave	1					City	DPW/ DPCD SouthStar		W	5
16	Fifth Street Streetscape from I-75/85 to Piedmont Ave	1	5	15				DPW/Midtown Alliance		E	2
17	Five Points MARTA to Omni Pedestrian Corridor		5		2005	3000		DPCD	n.i.	M	2
18	Georgia Avenue from Hill Street to Cherokee Avenue	1	5		2005	1915	Zoo Atlanta	DPW/DPCD	n.i.	V, W	1
19	Juniper Street Streetscape from 14 th St to North Ave	1	5		2006	4300	State/MCID	DPW/Midtown Alliance		E	2, 6

	Description	Initiation Year			Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
		1	5	15							
20	M. L. King/Ashby Street	1	5		2005	3770	Tax Increment Financing Section 108 Loan	DPW/ADA	n.i.	T, K, L	4, 3
21	Metropolitan Parkway	1	5	15	2015	4000	Federal, State, Private	DPW/DPCD	n.i.	V, X	4, 12
22	Metropolitan Parkway Railroad Overpass Gateway Upgrade	1			2004	105	Dev. Impact Fees, Federal, State, Private	DPW/ DPCD	n.i.	X, V	12, 4
23	Moreland Avenue Streetscape - Flat Shoals Ave to Glenwood Ave	1					City,	DPW/ DPCD SouthStar		W	5
24	North Avenue Streetscape from Peachtree St to Piedmont Ave							DPW/Midtown Alliance		E	2
25	North Ave, Ponce de Leon, and Linden area Corridor Improvements	1	5		2006	3300	State/MCID	DPW/Midtown Alliance		E, M	2, 6
26	Peachtree Street Streetscape Phase I from 3 rd St to 10 th St	1	5		2004	2000	Federal/Private	DPW/Midtown Alliance		E	2, 6
27	Peachtree Street Streetscape Phase II from 10 th St to Pershing Point	1	5		2006	6600	State/MCID	DPW/Midtown Alliance		E	6
28	Peachtree Streetscapes - 3rd St to Amtrak Station		5	15	2015	3000	Midtown Alliance, MCID	DPW	n.i.	E	2,6, 7
29	Piedmont Park - Streetscape improvements around the park	1	5	15	2015	1000	Federal, City, Private	DPW/ DPCD/ Dept. of Parks	n.i.	E, F	6, 7
30	Piedmont Avenue Phase I Streetscape from Westminster Place to 10 th St	1	5		2004	1200	Federal/MCID	DPW/Midtown Alliance		E	6
31	Piedmont Avenue Streetscape Phase II from 10 th St to North Ave	1	5	15						E	2, 6

	Description	Initiation Year			Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
		1	5	15							
32	Ponce de Leon Streetscape - Moreland Ave to Spring St		5	15	2015	0	Dev. Impact Fees, Private	DPW/DPCD	n.i.	E, F, M, N	2, 6
33	Ponce de Leon Avenue from Spring St to Piedmont Ave	1	5	15	2006	3300	State/MCID	DPW/Midtown Alliance		E	2
34	Pryor Road Streetscape				2006		COA/ADA	ADA/DPCD		X	12
35	Remove Overhead Utility Wiring			15	2015	0	General Fund / Private	DPW	n.i.	E,M	2,6, 7
36	Southwest Atlanta Plan – Commercial Node Urban Design Guidelines	1	5		2005				N/A	H, I, P, R	10, 11
37	Southwest Atlanta Plan – MLK/Abernathy Civic Gateway	1	5	15	2015				N/A	I	10
38	Southwest Atlanta Plan – MLK West Gateway	1	5	15	2015				N/A	H	10
39	Southwest Atlanta Plan – Cascade/Benjamin E. Mays Streetscape	1	5		2005		Federal, City	DPCD	N/A	I, R	10, 11
40	Southwest Atlanta Plan – County Line/Campbellton Rd Node	1	5	15	2015				N/A	P	11
41	Southwest Atlanta Plan – Fairburn/Campbellton Node	1	5	15	2015	2445			N/A	P	11
42	Spring Street Streetscape from Peachtree St to North Ave	1	5		2005	9200	State/MCID	DPW/Midtown Alliance		E	2
43	Streetscape Improvements at the intersection of Virginia and N. Highland	1	5		2009		Federal, City	DPW/ DPCD			
44	Tenth Street Streetscape - Midtown MARTA Station to Monroe Dr		5		2005	2445	Midtown Alliance, MCID	DPW/DPCD/ Midtown Alliance	n.i.	E	2, 7

	Description	Initiation Year			Completion Year	COST x 1,000	Funding Source	Responsible Party	CIP #	NPU	CD
		1	5	15							
45	Tenth Street Streetscape from Juniper St to Monroe Dr	1	5		2005	676	State/MCID	DPW/Midtown Alliance		E	6
46	West Peachtree Street Streetscape Phase I from 10 th St to North Ave	1	5		2004	3800	Federal, MCID	DPW/Midtown Alliance		E	2
47	West Peachtree Street Streetscape Phase II from Peachtree St to 10 th St	1			2006	4300	State/MCID	DPW/Midtown Alliance		E	6
48	Upgrade pedestrian walkway along Boulevard connecting MLK, Jr. District to Cabbagetown						City	DPW			

Project List 19-3: 2004 CDP Urban Design Completed Projects

Urban Design	Description
1	Blueprint Midtown, adopted in 1997
2	Castleberry Hill Master Plan, adopted February 2001
3	Cheshire Bridge Road Study, adopted October 1999
4	District Two Rail Corridor Inventory and Assessment, adopted February 2001
5	East Atlanta Village Study, adopted September 2000
6	Fairlie-Poplar Streetscape - Luckie, Forsyth, Poplar, Walton, Williams, Fairlie, Cone and Spring streets (2003)
7	Freedom Park Streetscape Improvements (2003)
8	Lindbergh 2001TSADS Executive Summary, adopted July 2001
9	Lindbergh SPI-15 Regulations, adopted July 2001
10	Memorial Drive, MLK, Jr. Drive Area Revitalization Plan, adopted 2001
11	Midtown SPI-16 Regulations, adopted November 2001
12	Neighborhood Commercial District Ordinance, adopted September 2000
13	North Highland Avenue Study, adopted in 2000
14	Northwest Framework Plan, adopted October 2000
15	Piedmont SPI-17 Regulations, adopted November 2001
16	Quality of Life Zoning Districts (LW, MRC, MR), adopted May 2002
17	Southside Redevelopment Plan, adopted July 2000
18	Southwest Atlanta Framework Plan, adopted March 1999